

RESOLUTION NO. 2502

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, AMENDING THE TOWN'S DESIGN REVIEW GUIDELINES BY REPEALING THE GREEN VALLEY REDEVELOPMENT AREA GUIDELINES AND ADOPTING HISTORIC MAIN STREET DESIGN REVIEW GUIDELINES, AND DECLARING SUCH AMENDMENTS TO BE A PUBLIC RECORD.

WHEREAS, the Code of the Town of Payson was declared to be a public record by Resolution Number 1536 of the Town of Payson; and

WHEREAS, the Code of the Town of Payson was adopted as a public record by Ordinance Number 588 of the Town of Payson; and

WHEREAS, it is the intention of the Town of Payson to amend Section 15-02-014 (Design Review) of Chapter 154 (the Unified Development Code) of the Code of the Town of Payson; and

WHEREAS, such amendment may be enacted by reference, pursuant to A.R.S. § 9-802,

NOW, THEREFORE, THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, DO HEREBY RESOLVE AS FOLLOWS:

- Section 1. Section 15-02-014, Part IV(D) (Design Review - Historic "Main Street" Payson) of Chapter 154 of the Code of the Town of Payson is hereby amended, is declared to be a public record, and as amended shall read as set forth in Exhibit A-2 attached hereto. (Note - Exhibit A-1 is the current version of Part IV(D) and Exhibit A-2 is the amended version of Part IV(D))
- Section 2. Section 15-02-014, Part III(A) (Design Review - Application Procedure) of Chapter 154 of the Code of the Town of Payson is hereby amended, is declared to be a public record, and as amended shall read as set forth in Exhibit B attached hereto.

PASSED AND ADOPTED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON this ____ day of _____, 2009, by the following vote:

AYES _____ NOES _____ ABSTENTIONS _____ ABSENT _____

Kenny J. Evans, Mayor

AUG 20 2009 G.10.A

ATTEST:

APPROVED AS TO FORM:

Silvia Smith, Town Clerk

Samuel I. Streichman, Town Attorney

Exhibit A-1
to
Resolution 2502

PART IV

REGULATIONS AND DEVELOPMENT REQUIREMENTS

- D. ~~Green Valley Redevelopment Area – The provisions of section 15-02-013F shall govern all properties located within the GVRA Design Review Area as defined by Exhibit # 3 of that section per Ordinance # 645.~~

Exhibit A-2
to
Resolution 2502

PART IV

REGULATIONS AND DEVELOPMENT REQUIREMENTS

D. Historic "Main Street" Payson

In addition to the provisions of Part IV, subsection A. all development located within the front 200 feet of all lots fronting on W. Main Street from Oak Street to Highway 87 shall be subject to the provisions of this subsection D. (see diagram below)

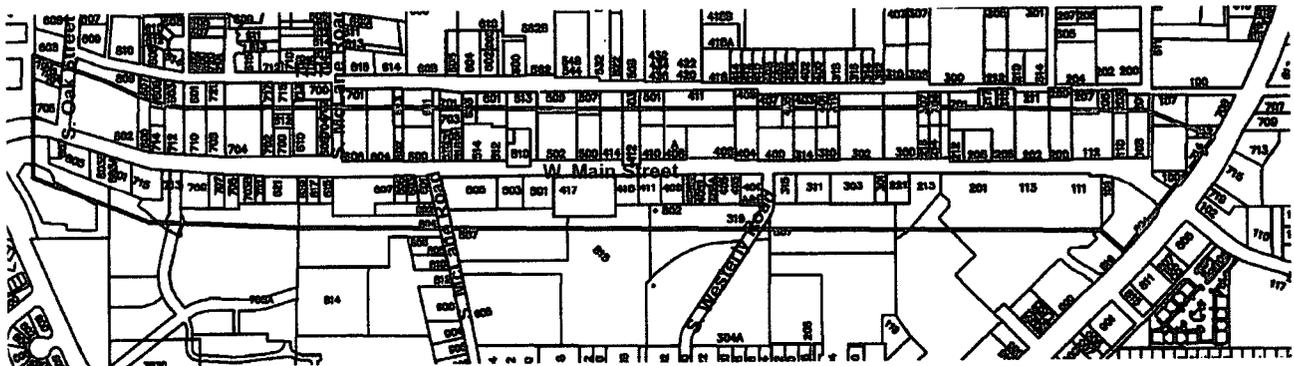
Vision

Historic old town Payson's "Main Street" was the unique area of 1890-1930's Payson center of commerce and social activity. With this significant history, it is the intent and vision of these guidelines to encourage a rebirth, with economic vitality to the historic Main Street's pre-1930's era aesthetic and spirit of old Payson.



Purpose

The purpose of these guidelines is to ensure development is in harmony with the vision of old town Payson's historic "Main Street" as a destination experience. This will be accomplished through new and remodeled pre 1930's building facades, pedestrian and retail-friendly streetscapes with tree-lined boulevards and land planning that promotes this special sense of place. Building facades, street furniture, landscaping, public and private graphics, all with historic Main Street era elements will encourage this rebirth of Payson's Historic "Main Street."



Historic Main Street Design Review Area

Architectural Character

1. Building Style
 - a. Suitability of the building for its location on Historic Main Street will be considered.
 - b. Buildings shall reflect historic old Main Street era design and shall be compatible with adjacent structures and the intent and purpose of these regulations.
 - c. In the areas of restoration/rehabilitation concealing of the original façade should be avoided.
 - d. Overhead structures, with a minimum of 8 feet vertical clearance are required on the façade of the ground floor. Overhead structures are architectural features incorporated into the building façade, an embellishment of the building that provides visual interest, shade, and pedestrian comfort and protection. Overhead structures should be used to incorporate historic old Main Street era architecture. (See Appendix D)
 - e. The architectural design shall be historically themed and shall be compatible with the historic area aesthetic. Design compatibility shall include complimentary building style, form, scale, size, colors and materials.
 - f. Diversity of architectural design of that pre-1930's traditional Main Street era is encouraged. (See examples Appendix D)
 - g. Reveals are encouraged at all doorways and windows that front on Main Street. Reveals are also encouraged at side and rear walls visible from Main Street.
2. Materials
 - a. Rough-sawn wood, stone and pre 1930's historic old Main Street era materials reflecting the "pioneer" look are encouraged. Faux representative materials will be considered. (See Appendix D)
 - b. Reflective, mirrored glass, and glass block windows are prohibited.
3. Roofs
 - a. Gabled roof, shed roof, or boomtown facades are required.
4. Windows and Doors
 - a. Windows and/or other openings shall constitute at least 50% of the surface area of all first floor walls or facades facing Main Street. Where occupancy dictates, a lesser percentage may be considered by the Design Review Board.
5. Signage:
 - a. All new and replacement signs within the Historic Main Street corridor shall promote the image of historic Main Street, approximately 1890 through 1930, when Main Street was the center of commerce in Payson. By recreating the visual impact of the graphics of the time at an affordable cost, the street image will change without incurring the more costly, in both time and dollars, building façade replacements or new developments. Town of Payson standardized Street signs, public information signs and address signs as well as the individual private business signs shall be designed and installed to promote the early 1900's streetscape graphic visual. (See examples Appendix D)
 - b. Oversized Historic Main Street signs will be considered on a case by case basis. Photographic historical examples submitted with the applicant's proposal will weigh in

- the evaluation of the applicant's proposed oversized signs. Maximum increase in the size of an oversized sign is 100%.
- c. Boomtown facades with an oversized sign field are encouraged.
 - d. Shed Roof covered walkways with individual proprietor's signs are encouraged. Several examples of this aesthetic and graphics are evidenced in historical photographs. (See Appendix D)
 - e. All new signs should utilize the Payson area indigenous stone, and/or wood aesthetic to the greatest degree feasible. The sign supports, field materials and colors should reflect the mountain forest environment with bright colors limited to use in the graphics.
 - f. All new building signs shall be applied on, affixed to, or supported by the "front" street facing façade of the building only. Other sign types/styles considered will be freestanding monument signs, freestanding pole/arm placard signs, temporary portable event signs.
 - g. Prohibited sign materials/components include neon, vacuum-formed, and internally illuminated or back-lit light cans.

Site Character

- 6. Colors (No additional requirements-see Part V, subsection A.)
- 7. Landscaping
 - a. Any area between adjacent buildings shall be landscaped or screened from public view.
 - b. Landscaping shall compliment the old Main Street image and provide a pedestrian-friendly environment.
 - c. Window planter boxes, hanging baskets, and ground containers are encouraged for flowers.
 - d. Colors, textures and materials selected for walkways, patios and other ground plane enhancements shall emulate historical materials and shall be pedestrian friendly.
 - e. Street furniture shall be historically themed and of a design and character consistent with Town streetscape elements.
- 8. Lighting
 - a. Lighting fixtures shall appropriately reflect the historic Main Street era. (See examples Appendix D)
- 9. Fences, walls, and equipment screening
 - a. Fences, walls and screening for mechanical equipment shall comply with the approved building materials and be compatible with the project.
 - b. Fences and walls shall be historically themed.
 - c. Utility areas, trash receptacles, storage, service and loading/unloading areas should be located at the rear of the site and shall be screened from public view with approved materials.
- 10. Parking and pedestrian systems
 - a. Parking may not be placed forward of the building face on any portion of the lot with street frontage.
 - b. Shared driveways are encouraged. (Shall be utilized where feasible.)

- c. One driveway per lot is allowed. When necessary a second driveway may be considered.
 - d. Circulation patterns shall be safe and obvious. Pedestrian routes should promote window shopping.
 - e. Where pedestrian routes cross vehicular routes the following shall be provided: a change in grade, materials, textures or color delineation.
 - f. Bicycle parking facilities are encouraged and shall include provisions for locking of bicycles in secure racks.
11. Topography (No additional requirements-see Part V, subsection A.)
12. Building Setbacks
- a. Zero front yard and street side yard setbacks are allowed.
13. ~~Overall Compliance with Development Standards:
The Design Review Board may, on a case by case basis, make exceptions to the standards set forth in Subsection D, Historic "Main Street" Payson, due to unique characteristics of the site.~~

Exhibit B
to
Resolution 2502

PART III

A. Application Procedure

1. Applications for Design Review consideration of any project shall be made on the forms provided by the Community Development Department.
2. All applicants shall arrange a pre-application conference with the Community Development Director or his/her designee prior to the submittal of a Design Review Application Packet.
3.
 - a. The Design Review Board shall review all Design Review applications except minor changes.
 - b. Minor changes shall be reviewed by the Community Development Director or his/her designee.
 - c. Minor changes shall mean any of the following, except for those properties covered by Part IV Subsection D – Historic “Main Street” Payson:
 - i. All resurfacing of existing vertical structures
 - ii. All signs that are otherwise in compliance with this Code
 - iii. A building or vertical structure that (1) is an addition or accessory structure to an existing building and does not exceed the lesser of 25% of the existing building floor area or five thousand (5,000) square feet and (2) is complimentary with surrounding properties as well as the existing building.
 - iv. An addition or accessory structure that does not substantially or detrimentally alter the appearance of the site as seen from off-site.
 - v. Additions or expansions of a site, where no vertical structure is involved.
4. All Design Review applications shall be approved or denied within fifteen (15) calendar days from the date of a complete submittal, unless the applicant requests an extension.
5. A design review application shall not be approved unless the applicant demonstrates the following:
 - a. Consistency with the purpose & intent, vision & goals, and principles of the Design Review Overlay District; and
 - b. Compliance with the Development Standards set forth in 15-02-014, PART IV.
6. *In conjunction with subsection 3 above*, the Design Review Board or Community Development Director, on a case by case basis, may make exceptions to the development standards set forth in 15-02-014, PART IV *(a)* to eliminate or mitigate legal nonconforming buildings, signs or other structures, *and (b) due to unique characteristics or features of the site.*
7. Design Review approval, unless otherwise specified in approval conditions, shall be valid for a period not to exceed 18 months from date of approval.